66 Canal Center Plaza Suite 555 Alexandria VA 22314

## American Crossroads/ Issue Submission Number 257 Issue 4







Client:	American Crossroads/ Issue	Submission Cost:	18100	Campaign Ref:	E:120808033
Buyer:	7.	Client/Product/Estimate:	11 /27 /691	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06244786
Est./PO Number:	06244786	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category: Transactiona	Transactional

Demographic:	Product:
(L) Household	American Crossroads
Order:	Booking Group:
	WNCN
Key Market:	
Raleigh-Durham, NC	_1,

	Г				Π		Π		Γ				Γ			1859	Γ		
		1		10		9		00		7		6		4		ω		2	Ref
	М	M-F 6a News	M	M-F 6p News	Χ	M-F 1135p ET / 1035p CT Tonight Show	<u> </u>	M-Su 11p News	П	M-F 730p Extra	F	M-F 7a Today Show	F	M-F 6a News		M-F 6p News	F	M-F 1135p ET / 1035p CT Tonight Show	Sales Product Details
		04		03		03		04		04		80		04		03		03	Rev Type
Wee																	20.000		
Weekly Totals: Total Spots(Ord Spots)		225		400		175		550		200		575		225		400		175	Rate
s(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
	The second secon	Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	
26										1		1		1		1		_	09/17
23		_		1		٦													09/24
49		1		1		1		1		1		1		1		1		٦	Total
		225		400		175		550		200		575		225		400		175	Cost

66 Canal Center Plaza Suite 555 Alexandria VA 22314

# American Crossroads/ Issue Submission Number 257 Issue 4





#### WNCN-TV 1205 Front St. Raleigh, NC 27609

		24		23		22		21		20		19		18		17		16		15	1000	14		13	Ref	Associa	Est/PO	Schedu	Client: Buyer:
		M-F 730p Extra	T	M-F 7a Today Show	ıT.ı.	M-F 7p News	Т	M-F 630p ET / 530p CT NBC Nightly News	T	M-F 6a News	T	M-F 6p News	Т	M-F 1135p ET / 1035p CT Tonight Show	T	M-Su 11p News	S	Sun 8a Today Show	S.	Sat 7a Today Show	M	M-F 730p Extra	M	M-F 7p News	Sales Product Details	Associated Copies: No	Est./PO Number: 06244786	Schedule Dates: 09/17/12 to 09/30/12	American Crossroads/ Issue
		04		03		04		04		04		03		03		04		02		02		04		02	Rev Type				
																											Contra	Weeks:	Submi: Client/l
We																											Contract type:	•	Submission Cost: Client/Product/Estimate:
Weekly Totals: Total Spots(Ord Spots)		200		575		250		650		225		400		175		550		250		250		200		575	Rate				t: stimate:
ts(Ord Spots)		30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type		Political	2	18100 11 /27 /691
	or opon	Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots					
26		1		1				1		1				1				1		1					09/17	Business Category: Transactional	Business Type:	Order Ref:	Campaign Ref: Sales Rep:
23		1		1		->				-3		-				-						1		-	09/24	yory: Transa		06244786	************
49	,	2		2		1		<b>-</b>		2		_		1		1		1		1		-		1	Total	ctional	ICAL	786	E:120808033 HRP Washington, DC
	400	400		1150		250		650		450		400		175		550		250	i	250		200		575	Cost				റ്

66 Canal Center Plaza Suite 555 Alexandria VA 22314

## American Crossroads/ Issue Submission Number 257 Issue 4





#### WNCN-TV 1205 Front St. Raleigh, NC 27609

	49	23	26		s(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Wee			
1300	2	1	_	Nbr of Spots	30	650		04	M-F 630p ET / 530p CT NBC Nightly News	37
					Comme				W	:
225	1		1	Nbr of Spots	30	225		04	M-F 6a News	36
					Comme				W	:
800	2	_	1	Nbr of Spots	30	400		03	M-F 6p News	35
					Comme				W	
350	2	1	1	Nbr of Spots	30	175		03	M-F 1135p ET / 1035p CT Tonight Show	34 S Z
					Comme				Т	
400	2	1	1	Nbr of Spots	30	200		04	M-F 730p Extra	32
					Comme				T	
575	1	1		Nbr of Spots	30	575		03	M-F 7a Today Show	31 N
					Comme				T	.,
250	1	1		Nbr of Spots	30	250		04	M-F 7p News	30 N
					Comme				Л	
650	_		_	Nbr of Spots	30	650		04	M-F 630p ET / 530p CT NBC Nightly News	29 N
					Comme				π	
450	2	1	1	Nbr of Spots	30	225		04	M-F 6a News	28 1
					Comme				Л	
800	2		1	Nbr of Spots	30	400		03	M-F 6p News	27 N
					Comme				Л	
350	2	٠	3	Nbr of Spots	30	175		03	M-F 1135p ET / 1035p CT Tonight Show	26 N
					Comme				T	
Cost	Total	09/24	09/17		Spot Type	Rate		Rev Type	Sales Product Details	Ref S
	ctional	ory: Transa	Business Category: Transactional	Bu					Associated Copies: No	Associate
	ICAL	POLITICAL	Business Type:	Bu	Political		Contract type:	•	lumber: 06244786	Est./PO Number:
	786	06244786	Order Ref:	Or	2		Weeks:	_	Dates: 09/17/12 to 09/30/12	Schedule Dates:
გ —	HRP Washington, DC	HRP W	Sales Rep:	Sa	11 /27 /691	timate:	Client/Product/Estimate:	•		Buyer:
	E:120808033	E:1208	Campaign Ref:		18100		Submission Cost:	•	American Crossroads/ Issue	Client:

66 Canal Center Plaza Suite 555 Alexandria VA 22314

## American Crossroads/ Issue Submission Number 257 Issue 4





WNCN-TV 1205 Front St. Raleigh, NC 27609

		43		42		41		40		39		38		Ref	ASSOCI	Est/PC	Schedu	Buyer:	Client:
	Δ	M-F 630p ET News	MIWIFSSIS	M-Su 11p News	.TW.F	M-Su 11p News	.IF Isolatio	M-F 7p News	W	M-F 730p Extra	W	M-F 7a Today Show	W	Sales Product Details	Associated Copies: No	Est/PO Number:	Schedule Dates:		
		M-F 630p ET / 530p CT NBC Nightly News	MTWTFSS Isolations: W/C 09/17W	SWS		SWE	.Ih Isolations: W/C 09/17 MTWTF			tra		y Show		ct Details	No	06244786	09/17/12 to 09/30/12		American Crossroads/ Issue
		04		03		03		03		04		03		Rev Type					
																Contract type:	Weeks:	Client/Product/Estimate:	Submission Cost:
Weekly						Γ				Γ		Γ				ype:		duct/Estim	n Cost:
Weekly Totals: Total Spots(Ord Spots)		650		800		615		310		200		575		Rate				nate:	, and the
s(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	Spot Type		Political	2	11 /27 /691	18100
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots							
26				1		1		1		1		1		09/17	Business Category: Transactional	Business Type:	Order Ref:	Sales Rep:	Campaign Ref:
23		٦										1		09/24	gory: Transa	: POLITICAL	06244786	HRP V	
49		4		_,				1		-1		2		Total	actional	ICAL	786	HRP Washington, DC	E:120808033
		650		800		615		310		200		1150		Cost				ñ	

I		
I		7
١		ì
ı	-	3
l		_
ı	5	2
ı	;	-

Weeks: 5 09/24	0000			
Totals         09/17         Month 9 Weeks: 5         09/24           49         26         26	8600	9500	18100	Cost
Totals 09/17 Month 9 Weeks: 5	23	26	49	Spots
Month 9 W	09/24	09/17	Totals	
	Weeks: 5	Month 9 V		

			otals:	
Net Total:	Commission:	Gross Total:	Spots:	
15,385.00	2,715.00	18,100.00	49	

REP SSS MOD# 0: APPROVED REV HEADLINE# 6244786 TRF# E:120808 #2 \$\$\$

ORDER WORKSHEET REP: TEL# 703-516-9399 AGENCY CREDIT

FAX# 703-516-9680 REPORT FROM STATION SEP21/12 11.50

\*\*\* WNCN-TV \*\*\*

FLIGHT DATES ORDER AGY ADV CITY TAX PRDCT # # # AMERICAN SEP18/12 CROSSROADS AGY. ADV. STATE NAME NAME TAX CROSSROADS SEP27/12 ALEXANDRIA, 66 ISS/AMER. EST#691 CONTRACT CANAL CENTER CROSSROADS WK-2 # MEDIA COMMENTS: VA 6244786 22314 PLAZA, CO-OP LLC (LINE, BILLING SUITE ORDER, 555 NEEDED INVOICE) CLASS: SALES BUYER REP.# NAME PRSN NATL. WA-STEPHANIE OFF.# MHCK LOCAL NESCI MARONEY DATE REGIONAL SALESMAN SEP21/12 (H) 11. 50

REP: REVISION

NEW TTL \$18,100 IS REJECTED AT HIGHER RATE MAKE GOOD ACCEPTED FOR SPOT THAT ALREADY RAN, BUT MONDAY NIGHTLY NEWS SPOT

PLS CNF

THANKS, MICK

STA:

CON MU \*\*\*\* THIS SI D CASH HZ ADVANCE SCHEDULE \*\*\*\*

STATION MAKEGOOD OFFERS NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

BUY#12 OFFER: TUE/1100P-1135P MON/630P-700P MON/630P-700P

MISSED: TUE/1100P-1135P

OK'D

BUY#43

PLS REVISE RATE ON MON 9/24 NBC SEP24 9/18 ON N YOUR LAST REVISION - LN NIGHTLY NEWS RATE REVISED 308 \$800.00 \$250.00 \$615.00 \$650.00 SPOT PER

SEP18 SEP24 SEP18

308

PLS ADVISE

(SEP21/12)

308

CMT: TOO LATE TO CMT: AT \$615 STEVE BOOKED

CONTRACT TOTAL TOTAL SPOTS 18100.00 49

REP SSS HEADLINE# 6244786 TRF# E:120808 MOD# 0: UNAPPROVED REV #2 \$\$\$ HEADLINE# 6244786

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET AGENCY CREDIT

HARRIS REPORT FROM REP FAX# 703-516-9680 \*\*CHANGES\*\*

\*\*\* WNCN-TV \*\*\* SEP21/12 10.21

FLIGHT DATES	PRDCT AMERICA	ORDER #			AGY #	ADV #
SEP18/12 SEP27/12 WK-2	CROSSROADS EST#691	CONTRACT # 6244786	ALEXANDRIA, VA 22314	66 CANAL CENTER PLAZA, SUITE 555	AGY. NAME CROSSROADS MEDIA LLC	ADV. NAME ISS/AMER. CROSSROADS
	INVOICE)	CLASS: NAT		SALES PRSN	BUYER NAME	REP.#
		L. LOCAL			STEPHANIE	OFF.#
		REGIONAL		NESCI (H)	VARONEY	SALESMAN #
	DATES SEP18/12 SEP27/12	AMERICAN CROSSROADS EST#69 DATES SEP18/12 SEP27/12	# CONTRACT # 6244786 CLASS: NATL. LOCAL  AMERICAN CROSSROADS EST#691 COMMENTS: (LINE, ORDER, INVOICE)  DATES SEP18/12 SEP27/12 WK-2	# CONTRACT # 6244786 CLASS: NATL. LOCAL  AMERICAN CROSSROADS EST#691 COMMENTS: (LINE, ORDER, INVOICE)  DATES SEP18/12 SEP27/12 WK-2	# CONTRACT # 6244786 CAMENTS: (LINE, ORDER, INVOICE)  ALEXANDRIA, VA 22314  CONTRACT # 6244786 CLASS: NATL. LOCAL  AMERICAN CROSSROADS EST#691 COMMENTS: (LINE, ORDER, INVOICE)	H  AGY. NAME CROSSROADS MEDIA LLC  BUYER NAME STEPHANIE MARON  66 CANAL CENTER PLAZA, SUITE 555  ALEXANDRIA, VA 22314  CONTRACT # 6244786  CONTRACT # 6244786  CHASS: NATL. LOCAL  AMERICAN CROSSROADS EST#691 COMMENTS: (LINE, ORDER, INVOICE)

REP: MAKE GOOD ACCEPTED FOR SPOT THAT ALREADY RAN, BUT MONDAY NIGHTLY NEWS SPOT NEW TTL \$18,100 PLS CNF IS REJECTED AT HIGHER RATE. REVISION

THANKS, MICK

STA: PLS REVISE ASAP! \*\*PLS SEE M2 RVSD TO INCLUDE RATE REVISION FOR 9/24 PER STEVE\*\*

THX, CHERYL 9/20
0\*\*PLS SEE M2 TO CORRECT RATE FOR 9/18!\*\* TOO LATE TO REVISE RATES ON CLOSED LOG FOR 9/18 THX, CHERYL 9/18

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

43 S 1100P-1135P 30	AGENCY ADVERTISER CODE = 27	:LINE#:REP :CD: TIME PERIOD : LGTH : SEC :
\$800.00	S #	C : RATE
9/18	691	: START
9/18		: END :
0		: SPTS: WEEK
TUE		EK : DAYS
0		:TOTL:

PROGRAM : PART OF A MAKEGOOD MADE UP OF LINES RATE REVISIONS PER STEVE 40-44

SSS SSS

MOD# 0: UNAPPROVED REV #2

HEADLINE# 6244786

TRF#

臣:120808

\$ \$ \$

CREDIT BISK | 1 | 1

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REP

\*\*CHANGES\*\*

\*\*\* WNCN-TV \*\*\*

SEP/12 STATION MAKEGOOD :LINE#:REP MN OK'D LINE#: PART OF A ORD ORD ORD COM2: PROGRAM : THIS THIS ORD PROGRAM : CON COM1: ORD PROGRAM 45 46 12 18100.00 COM1: COM1: COM2: COM1: IS A : CD: IS A D D S BUY#12 **BUY#43** 630P-700P 1100P-1135P 630P-700P OFFERS: MAKEGOOD MADE UP OF LINES REPLACEMENT FOR N/A SPOT ON SEP24 ON LINE-12 FOR 1 REPLACEMENT AT \$615 TOO LATE TO NBC NIGHTLY AT \$615 PLS TOO LATE TO NBC NIGHTLY NEWS ELEMENT AT POSTION NBC NIGHTLY NEWS THME LATE NEWS PERIOD MISSED: TUE/1100P-1135P OFFER: TUE/1100P-1135P PLS CMT: AT \$615 PLS CMT: TOO LATE TO FOR REVISE NEWS REVISE REVISE REVISE MON/630P-700P MON/630P-700P N/A LGTH 30 30 30 Н RATE ON 9/18 ON YOUR LAST REVISION -RATE ON 9/18 ON YOUR LAST REVISION -SPOT - MON - MON 9/24 NBC NIGHTLY NEWS RATE REVISED .. HZ SEC ON DAYDETAILEDPERIOD REVISE 9/24 NBC NIGHTLY NEWS .. .. 45-46 SEP18 \$650.00 \$615.00 \$250.00 RATE ON 9/18 - MON 9/24 NBC RATE ON LINE-43 SEP18 SEP24 SEP24 SEP18 SH 9/24 9/18 9/24 FOR DATE START ON YOUR LAST REVISION -RATE NIGHTLY NEWS RATE REVISED RATE SPOT/WK SPOT/WK REVISED PER 9/1 9/24 9 124 HND DATE œ LN SPOT LZ 308 308 308 SPOT .. :SPTS: PER /WK: H 0 CONTRACT \$615.00 \$250.00 STEVE STEVE BOOKED BOOKED TOTAL INVI WHHK IN SPOT .. .. TOTAL MON HUE MON PER PLS ADVISE. (SEP21/12) BOOKED DAYS 18100.00 :SPTS: : TOTL: 49 H μ 0

MARKET TOTALS \$183,000 WNCN 10% WRAL 45% DALM 35% WRAZ 10% WRDC 00 WLFL 0/0 CABL 0%

ESTIMATED SHARES

SVC- NSI BOOKS- NOV/11 DEMOS- RA35+\*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS DE-DELETE E-EFF DATES PER WEEK T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME \*-MULTIPLE

\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP AUG7/12 17.15
\*\*\* WNCN-TV \*\*\*

ADV CITY TAX FLIGHT DATES SEP18/12 ORDER PRDCT AGY # # # AMERICAN CROSSROADS AGY. ADV. STATE TAX NAME CROSSROADS MEDIA LLC NAME 9 ISS/AMER. CROSSROADS SEP27/12 ALEXANDRIA, EST#691 CONTRACT CANAL CENTER PLAZA, WK-2 COMMENTS: # 6244786 VA 22314 CO-OP (LINE, BILLING NEEDED SUITE ORDER, 555 INVOICE) REP.# CLASS: NATL. SALES PRSN WA-BUYER NAME STEPHANIE MARONEY OFF.# LOCAL MICK NESCI DATE REGIONAL SALESMAN # (H) AUG7/12 17.15

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* REP:

MHM

ORDER

TTL 18300 @ PLS CFM

52X

THANKS, MIKE FOR MICK

Ŋ	PROGRAN ORD CON CON CON	h	AGI AGE	:LINE#:REP :C
Р	17:	1	ADNE	: CD:
135P-1235A	NBC 17 NEWS A ELEMENT AT PO	100P-1135P	ADVERTISER COPRODUCT CODE	TIME PERIOD
30	Z P	30	DE = 11 = 27	: LGTH :
	N N			SEC
₩.	AYDE	₹O-	AG	" "
175.00	TAILEDPERI	550.00		RATE
9	Н	9		
/21	S RATE	/21	T	START
9/		9/		
21		21		END
ч		Р		END :SPTS: WEEK : DATE : /WK: INVT :
				MEEK
FRI		FRI		0 0
				DAYS
P		Ч		:TOTL:
	1135P-1235A 30 \$175.00 9/21 9/21 1 FRI	GRAM: NBC 17 NEWS AT 11  COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE  COM1: NBC 17 NEWS AT 11  1135P-1235A 30 \$175.00 9/21 9/21 1 FRI	1100P-1135P 30 \$550.00 9/21 9/21 1 FRI  NBC 17 NEWS AT 11  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE  NBC 17 NEWS AT 11  1135P-1235A 30 \$175.00 9/21 9/21 1 FRI	Y ADVERTISER CODE = 11 AGENCY EST# = 691  Y PRODUCT CODE = 27  1100P-1135P

CON COM1: TONIGHT SHOW

3500

### REP HEADLINE# 6244786 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG7/12 17.15

COOP-63OP   30   \$400.00   9/21   9/21   1   PRI	PROGRAM : ORD COM1:	v	PROGRAM : ORD COM1:	ω	PROGRAM : ORD COM1:	7	PROGRAM : ORD COM1:	ø	PROGRAM : ORD COM1:	ហ	PROGRAM : ORD COM1:	4	PROGRAM : ORD COM1:	ω	:LINE#:REP :CD:
1 : SEC : CATE : DATE : DATE : PRI : SELO: WEEK: INVT : DATE : DATE : PRI : PR	TONIGHT TONIGHT	1135P-1235A	NBC 17 NEWS	1100P-1135P	EXTRA ELEMENT AT EXTRA	730P-800P	TODAY SHOW ELEMENT AT TODAY SHOW	700A-900A	: NBC 17 NEWS : ELEMENT AT : NBC 17 NEWS	700P-730P	NBC 17 TOD? ELEMENT AT NBC 17 TOD?	600A-700A	NBC 17 NEWS	00P-630	TIME PERIOD
SHOUR SALE SALE SALE SALE SALE SALE SALE SALE		30		30		30		30		30		30		30	LGTH
DATE   DATE   /WK: INVT		\$175.00		\$550.00		\$200.00				\$250.00		5		\$400.00	SEC : RATE
DATE: /WK: INVT:  9/21 1 FRI  9/21 1 FRI  9/21 1 FRI  9/21 1 FRI  9/24 1 MON  9/24 1 MON	N H		SH	9/24	SI		N H		N H		N H		M H		
FRI FRI MON MON MON		9/24		9/24		9/21		9/21		9/21		9/21		9/21	: END
FRI FRI MON MON MON MON TRI		Ч		ь		Ч		Д		ч		Ь		Ч	:SPTS:
		MON		MOM		FRI		FRI		FRI		FRI		甲兄コ	WEEK :
		۲		<b>4</b>		P		7		ц		۲		۲	DAYS : TOTL:

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG7/12 17.15

														" "
PROGRAM : ORD COM1:	16	PROGRAM : ORD COM1:	15	PROGRAM : ORD COM1:	14	PROGRAM : ORD COM1:	13	PROGRAM : ORD COM1:	12	PROGRAM : ORD COM1:	11	PROGRAM : ORD COM1:	10	:LINE#:REP :CD:
SUNDAY TODAY ELEMENT AT P SUNDAY TODAY	800A-900A	SATURDAY TODAY ELEMENT AT POS SATURDAY TODAY	700A-900A	EXTRA EXTRA	730P-800P	NBC 17 NEWS ELEMENT AT F NBC 17 NEWS	700P-730P	NBC NIGHTLY	630P-700P	NBC 17 TODAY AT ELEMENT AT POST NBC 17 TODAY AT	600A-700A	NBC 17 NEWS	600P-630P	TIME PERIOD
OSTION 1	30	TION 1	3 0	POSTION 1	30	AT 7 POSTION 1 AT 7	30	NEWS POSTION 1	30	6A 10N 1	30	AT 6 POSTION 1 AT 6	30	: LGTH :
IN DAYDETAILEDPERIOD	\$250.00	IN DAYDETAILEDPERIOD	\$250.00	IN DAYDETAILEDPERIOD	\$200.00	IN DAYDETAILEDPERIOD	\$575.00	IN DAYDETAILEDPERIOD	\$250.00	IN DAYDETAILEDPERIOD	\$225.00	IN DAYDETAILEDPERIOD	\$400.00	SEC : RATE :
) IS RATE	9/23	O IS RATE	9/22	O IS RATE	9/24	O IS RATE	9/24	O IS RATE	9/24	O IS RATE	9/24	O IS RATE	9/24	: START
	9/23		9/22		9/24		9/24		9/24		9/24		9/24	: END : DATE
	Ч		Н		Ч		Ъ		Ч		н		P	: SPTS:
	SUN		SAT		MOM		MOM		MOM		MOM		MOM	WEEK :
														DAYS
	٢		۲		ч		Ь		Ч		ь		Ь	:TOTL:

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT R
ORDER WORKSHEET HARRIS R FAX# 703-516-9680

	REPORT I	RISK !!!
	FROM	
	REP	
*** WNCN-TV	AUG7/12	
TV ***	17.15	

PROGRAM : ORD COM1: CON COM1:	23	PROGRAM : ORD COM1:	22	PROGRAM : ORD COM1:	21	PROGRAM : ORD COM1:	20	PROGRAM : ORD COM1:	19	PROGRAM : ORD COM1:	18	PROGRAM : ORD COM1:	17	:LINE#:REP :CD:
TODAY SHOW ELEMENT AT TODAY SHOW	700A-900A	ELEMENT AT NBC 17 NEWS	700P-730P	. NBC NIGHTLY BLENG NIGHTLY	630P-700P	ELEMENT BC 17	600A-700A	: NBC 17 NEWS	600P-630P	: TONIGHT SHO	1135P-1235A	: NBC 17 NEWS : BLEMENT AT NBC 17 NEWS	1100P-1135P	D: TIME PERIOD:
POSTION 1	30	AT 7 POSTION 1 AT 7	30	POSTION 1	30	TODAY AT 6A AT POSTION 1 TODAY AT 6A	30	POSTION 1	30	OSTION 1	30	AT 11 POSTION 1 AT 11	30	: LGTH :
IN DAYDETAILEDPERIOD	\$575.00	IN DAYDETAILEDPERIOD	\$250.00	IN DAYDETAILEDPERIOD	\$650.00	IN DAYDETAILEDPERIOD	\$225.00	IN DAYDETAILEDPERIOD	\$400.00	IN DAYDETAILEDPERIOD	\$175.00	IN DAYDETAILEDPERIOD	\$550.00	SEC : RATE :
IS RATE	9/20	IS RATE	9/27	IS RATE	9/20	IS RATE	9/20	IS RATE	9/27	IS RATE	9/20	IS RATE	9/27	: START
	9/27		9/27		9/20		9/27		9/27		9/27		9/27	: END : DATE
	Ь		Н		ч		Ъ		Ь		Ъ		Ъ	: SPTS: V
	THU		THU		THU		тни		ТНО		THU		THU	WEEK : DAYS
	N		ч		ъ		ъ		Р		N		Ъ	:TOTL:

### REP HEADLINE# 6244786 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

RISK !!!

REPORT FROM REP AUG7/12 17.15

\*\*\* WNCN-TV \*\*\*

PRO ORD CON	30	PRO ORD CON	2 9	PRO ORD CON	12 8	PROORD	27	PRO ORD CON	26	PRO ORD CON	25	PRO ORD CON	24	: LINE#:REP
PROGRAM : ORD COM1:		PROGRAM : ORD COM1:	0	PROGRAM : ORD COM1:	œ	PROGRAM : ORD COM1:	7	PROGRAM : ORD COM1:		PROGRAM : ORD COM1:	vi	PROGRAM : ORD COM1:	4	REP : CD: LINE#: :
NBC 17 NEWS AT 7 ELEMENT AT POSTION NBC 17 NEWS AT 7	700P-730P	NBC NIGHTLY NEWS NBC NIGHTLY NEWS	630P-700P	NBC 17 TODAY AT 6A ELEMENT AT POSTION NBC 17 TODAY AT 6A	600A-700A	NBC 17 NEWS AT 6 ELEMENT AT POSTION NBC 17 NEWS AT 6	600P-630P	TONIGHT SHOW TONIGHT SHOW	1135P-1235A	NBC 17 NEWS AT 11 ELEMENT AT POSTION NBC 17 NEWS AT 11	1100P-1135P	EXTRA ELEMENT AT POST	730P-800P	TIME PERIOD :
7 7 7	30	VS VION 1	30	CION 1	30	6 LION 1	30	TION 1	30	TION T	30	POSTION 1	30	LGTH
IN DAYDETAILEDPERIOD	\$250.00	IN DAYDETAILEDPERIOD	\$650.00	IN DAYDETAILEDPERIOD	\$225.00	IN DAYDETAILEDPERIOD	\$400.00	IN DAYDETAILEDPERIOD	\$175.00	IN DAYDETAILEDPERIOD	\$550.00	IN DAYDETAILEDPERIOD	\$200.00	: SEC : RATE
D IS RATE	9/18	D IS RATE	9/18	D IS RATE	9/18	D IS RATE	9/18	DD IS RATE	9/18	D IS RATE	9/18	D IS RATE	9/20	: START
	9/25		9/18		9/25		9/25		9/25		9/18		9/27	: END : DATE
	Н		7		р.		Ъ		μ		Ь		Ъ	:SPTS:
	TUE		TUE		TUE		TUE		TUE		TUE		THU	WEEK :
														DAYS
	N		Р		N		N		N		ч		N	: TOTL:

### REP HEADLINE# 6244786 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP /

AUG7/12 17.15

														: LINE#:REP
PROGRAM : ORD COM1:	37	PROGRAM : ORD COM1:	3 6	PROGRAM : ORD COM1:	ა ნ	PROGRAM : ORD COM1:	34	PROGRAM : ORD COM1:	ω	PROGRAM : ORD COM1:	32	PROGRAM : ORD COM1:	31	E#:
: NBC NIGHTLY NEWS : ELEMENT AT POSTION	630P-700P	: NBC 17 TODAY AT 6A : ELEMENT AT POSTION : NBC 17 TODAY AT 6A	600A-700A	: NBC 17 NEWS : ELEMENT AT : NBC 17 NEWS	600P-630P	TONIGHT ELEMENT TONIGHT	1135P-1235A	: NBC 17 NEWS : ELEMENT AT : NBC 17 NEWS	1100P-1135P	: EXTRA : ELEMENT AT : EXTRA	730P-800P	: TODAY SHOW : ELEMENT AT : TODAY SHOW	700A-900A	: TIME PERIOD
A NEMS DOSTION T	30	POSTION 1	30	S AT 6 POSTION 1 S AT 6	30	SHOW AT POSTION 1 SHOW	3 0	S AT 11 POSTION 1 S AT 11	30	POSTION 1	3 0	POSTION 1	30	D : LGTH
IN DAYDETAILEDPERIOD	\$650.00	IN DAYDETAILEDPERIOD	\$225.00	IN DAYDETAILEDPERIOD	\$400.00	IN DAYDETAILEDPERIOD	\$175.00	IN DAYDETAILEDPERIOD	\$550.00	IN DAYDETAILEDPERIOD	\$200.00	IN DAYDETAILEDPERIOD	\$575.00	SEC : RATE
D IS RATE	9/19	D IS RATE	9/19	D IS RATE	9/19	D IS RATE	9/19	D IS RATE	9/19	D IS RATE	9/18	D IS RATE	9/25	: START
	9/26		9/19		9/26		9/26		9/19		9/25		9/25	: END : DATE
	Н		Н		Р		ı		1		ı		1	:SPTS: V
	WED		WED		WED		WED		WED		TUE		TUE	WEEK : DAYS
	2		Р		N		N		٢		N		т	:TOTL:

\* R E P HEADLINE# 6244786
ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REP

AUG7/12 17.15
\*\*\* WNCN-TV \*\*\*

SEP/12 :LINE#:REP :LINE#: ORD COM1: PROGRAM : CON COM1: PROGRAM : ORD COM1: 39 38 18300.00 730P-800P 700A-900A TODAY SHOW
TODAY SHOW ELEMENT AT POSTION 1 EXTRA EXTRA TIME PERIOD POSTION 1 .. .. LGTH : 30 30 HZ HZ SEC DAYDETAILEDPERIOD DAYDETAILEDPERIOD \$575.00 \$200.00 RATE SH IS RATE 9/19 9/19 START RATE 9/19 9/26 END :SPTS: ٢ ٢ /WK: CONTRACT TOTAL
TOTAL SPOTS WHHK TVVT .. .. MED WED DAYS 18300.00 : TOTL: :SPTS: 52 μ N

MARKET TOTALS \$183,000 WNCN 10%

WRAL 45% WIVD 35% WRAZ 10% WRDC 0%

WLFL 0%

CABL 0%

ESTIMATED SHARES

SVC- NSI BOODEMOS- RA35+\* BOOKS - NOV/11

#### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Locat	tion:				Date:				
					d a .					
I, Stephanie I	, Stephanie Maroney									
	do hereby request station time concerning the following issue:									
American Cro 1401 New Yo Washington, I Treasurer: Ma	rk Aven DC 2000	ue Suite 05	1200							
Broadcast Length	Rota	of Day, tion or kage	Days	Class	Times per Week	Number of Weeks				
Total Charg	es:									
This broadcast time will be used by: American Crossroads										
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"										
	□ Yes ⊠ No									

importance," list the name of	nunicates a message relating to the legally qualified candidate e date(s) of the election(s) (if ap	s) the programming refers to the
	16	
For programming that "commimportance," attach Agreed U	nunicates a message relating to a pon Schedule (Page 3)	any political matter of national
I represent that the payment f	for the above described broadca	st time has been furnished by:
Treasurer Margee Clancy		
and you are authorized to anno furnishing the payment, if other	ounce the time as paid for by su er than an individual person, is:	ch person or entity. The entity
a corporation; a con	nmittee; 🗵 an association; [	or other unincorporated group.
The names, offices, and address		ers, directors, and/or authorized
THIS STATION DOES NOT I OF RACE OR ETHNICITY IN	DISCRIMINATE OR PERMIT THE PLACMENT OF ADVE	DISCRIMINATION ON THE BASIS
I agree to indemnify and hold has easonable attorney's fees, that m dvertisement(s). For the above- ranscript, or tape, which will b refore the time of the scheduled	ay ensue from the broadcast of stated broadcast(s), I also agone e delivered to the station at le	the above-requested
TO BE SI	GNED BY ISSUE AD	VERTISER
7/19/12 Sty	MMmy	703-299-1760
Date	Signature	Contact Phone Number
TO BE SIGI	VED BY STATION RI	EPRESENTATIVE
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title